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USIA Put Up \$12,000 To Aid Anti-Red Book

By Ernest A. Iotito
Staff Reporter

The United States Information Agency provided a \$12,000 subsidy to help launch the book, "The Strategy of Deception: A Study in World-Wide Communist Tactics."

The book, which details the inner workings of the Communist movement outside the Soviet bloc, has been named an alternate selection by the Book-of-the-Month-Club. It is being sold both here and abroad without any indication that its preparation was assisted by Government funds.

Similar USIA subsidies were revealed Wednesday when the House Appropriations Committee published the transcript of a March 4 closed session. After the transcript was published, Carl T. Rowan, USIA director, defended the practice.

Yesterday, a representative of the New Leader magazine, which developed the idea for "Strategy," and the book's New York publisher, Farrar, Straus and Co., confirmed an arrangement with USIA.

"I didn't know it was supposed to be such a secret project," said Myron Kolatch, the New Leader's executive editor.

Kolatch said his magazine's late executive editor, S. M. Levitas, conceived the idea for the book and approached USIA with it because he lacked the funds to initiate it on his own.

"We handled everything—lining up the authors, providing for translations and getting a publisher," he said. "We approached the Straus Co. and the Book-of-the-Month-Club, and they liked the book."

Kolatch said that Levitas hired Jean J. Kirkpatrick of Bethesda, a well-known authority on the Communist movement, to edit the symposium.

Roger W. Straus Jr., president of the publishing company, said his firm received none of the USIA funds.

"It cost us about \$10,000 to put out six or seven thousand copies," he said. "We have sold about four or five thousand and in addition to that USIA bought 2000 copies."

Straus called "Strategy" a "damn good book."

It also was learned yesterday that Robert B. Luce, Inc., a Washington publisher, is scheduled to bring out six books for USIA this year under the general heading "America Today." Reached at home, Luce said USIA was buying a "certain number of each book for a total of \$25,510." He refused to comment further.